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Useful resources: ethnography through the internet

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The World Wide Web (WWW) is by now an everyday fact of life. Social scientists cannot work without being connected to this new world, where we can access articles, references, news reports, etc., which we would previously have known nothing about unless we were in direct contact with the authors. In some respects the Internet has also brought greater democracy in the sciences: we are better informed and therefore have more opportunities to participate in conferences, calls, initiatives and events, meeting other students and researchers, and forming new relationships. Email enables us to contact people and exchange opinions, to do research, and to write articles with colleagues whom we have never met physically. All this takes place in real time, while we are physically located in different and sometimes very distant places: things that were impossible 20 years ago.

The main aim of this research note is to collect, order and classify the principal ethnographic resources to be found on the web, and to offer it to those who are interested in ethnographic methods. It is obviously a partial list, because new resources are constantly becoming available online. The list is organised as follows:

1. Journals
2. Newsletters and newsgroups
3. Online fora and mailing lists
4. Search engines
5. Archives and thematic portals
6. Training and research centres
7. Market research companies
8. Interviews
9. Software

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1. Journals

There are numerous journals, published in diverse languages and specialising in the publication of articles, essays, book reviews and news items that concern themselves with ethnographic research or reflection. There follows a brief (and certainly very partial and 'colonial') survey. For anthropological journals, see <http://www.anthrosource.net>

Acta ethnographica Hungarica: An International Journal of Ethnography

<http://www.akademiai.com/content/1588-2586/>

Editor: Barna Gábor (Department of Ethnology and Cultural Anthropology, University of Szeged)

Language: English, French, German, Russian

It publishes contributions describing recent scientific advances in the field of ethnography, folklore, and cultural and social anthropology. Emphasis is given to subjects related to Hungarian ethnography and folklore, as well as to works presenting Hungarian folklore in the context of Eastern European and Eurasian cultures.

Anthropological Quarterly

<http://aq.gwu.edu/>

It is a journal of sociocultural anthropology founded in 1921 by the Catholic University of America and acquired by The Institute for Ethnographic Research (IFER) in September 2001. The journal helps IFER which is known as a research centre and as a place that can set new research agenda.

Anthropos

<http://www.anthropos-journal.de/>

Editor: Othmar Gächter (Anthropos Institute, Sankt Augustin, Deutschland)

Language: English, French, German, Spanish

It is one of the ten largest and most important journals in the world, devoted to cultural anthropology. Its international character and pluralistic approach have always been distinguishing marks of the journal.

Archivio di etnografia

<http://www.archiviodietnografia.it/>

Editor: Ferdinando Mirizzi (Università della Basilicata, Potenza, Italy)

Language: Italian

It collects present and past studies in the fields of cultural anthropology, ethnology, the history of religions, the history of popular traditions, ethnomusicology and sociology.

Ethnographiques.org

<http://www.ethnographiques.org/>

Editors: Sophie Chevalier (Université de Franche-Comté, France) and Thierry Wendling (Université de Neuchâtel, Switzerland),

Language: French

A Francophone journal of anthropology and sociology devoted to the analysis of social cultural, cognitive and emotional aspects of the person in society.

Ethnography

<http://eth.sagepub.com/>

Editors: Loïc Wacquant (University of California, Berkeley, USA) and Paul Willis (Keele University, UK)

Language: English

Founded in 2000, *Ethnography* is an international, interdisciplinary forum for the ethnographic study of social and cultural change. The journal has become the leading network for dialogical exchanges between monadic ethnographers and those from all disciplines interested and involved in ethnography and society.

Ethnography and Education

<http://www.tandf.co.uk/journals/titles/17457823.asp>

Editor: Geoff Troman (Roehampton University, UK)

Language: English

It publishes articles illuminating educational practices through empirical methodologies, which prioritise the experiences and perspectives of those involved. The journal is open to a wide range of ethnographic research that emanates from the perspectives of sociology, linguistics, history, psychology and general educational studies as well as anthropology. The journal's priority is to support ethnographic research that involves long-term engagement with those studied in order to understand their cultures, uses multiple methods of generating data and recognises the centrality of the researcher in the research process.

Ethnohistory

<http://dukeupress.edu/cgibin/forwardsql/>

[search.cgi?template0=nomatch.htm&template2=journals/](http://dukeupress.edu/cgibin/forwardsql/search.cgi?template0=nomatch.htm&template2=journals/)

[j_detail_page.htm&user_id=12992227118&Jmain.Journal_Name_option=1&Jmain.Journal_Name=Ethnohistory&Jmain.ISSN=0014-1801](http://dukeupress.edu/cgibin/forwardsql/j_detail_page.htm&user_id=12992227118&Jmain.Journal_Name_option=1&Jmain.Journal_Name=Ethnohistory&Jmain.ISSN=0014-1801)

[journal_Name=Ethnohistory&Jmain.ISSN=0014-1801](http://dukeupress.edu/cgibin/forwardsql/j_detail_page.htm&user_id=12992227118&Jmain.Journal_Name_option=1&Jmain.Journal_Name=Ethnohistory&Jmain.ISSN=0014-1801)

Editor: Neil L. Whitehead (University of Wisconsin-Madison, USA) **Language:** English

It reflects the wide range of current scholarship inspired by anthropological and historical approaches to the human condition. Of particular interest are analyses and

interpretations that seek to make evident the experience, organisation and identities of indigenous, diasporic and minority peoples that otherwise elude the histories and anthropologies of nations, states and colonial empires.

Ethnologies Comparées

<http://recherche.univ-montp3.fr/mambo/cerce/revue.htm>

Editor: Alain Babadzan, CERCE (Centre d'Études et de Recherches Comparatives en Ethnologie, Université de Montpellier III, France)

Language: French

Founded in 2000, *EC* is a free-access electronic journal. It takes a comparative approach to the social construction of cultural identities and encourages critical reflection on the theories and practices of ethnology.

Journal des africanistes

<http://africanistes.revues.org/>

Editor: Paulette Roulon-Doko, Directeur de recherche at CNRS (Centre National de la Recherche Scientifique), Villejuif (F)

Language: French

Created in 1931, the journal publishes articles on African anthropology and ethnography, archaeology and linguistics.

Journal of Contemporary Ethnography

<http://jce.sagepub.com/>

Editor: Scott A. Hunt (Eastern Kentucky University, USA)

Language: English

Founded as *Urban Life and Culture*, it became *Urban Life* in 1975 and then *Journal of Contemporary Ethnography* in 1987. *JCE* is an international and interdisciplinary forum for research using ethnographic methods to examine human behaviour in natural settings as subcultures, cultures, organisations and societies.

Journal of Folklore Research

<http://www.indiana.edu/~jofr/>

Editor: John McDowel (Indiana University, Bloomington)

Language: English

Founded in 1964 as a publication of the Department of Folklore and Ethnomusicology, the *JFR* is devoted to the study of the world's traditional creative and expressive forms. It provides an international forum for current theory and research among scholars of folklore and related fields.

La ricerca folklorica – Contributi allo studio della cultura delle classi popolari

<http://www.grafo.it/>

Editor: Glauco Sanga, Ca' Foscari Venice University (IT)

Language: Italian

Created in 1980, *RF* is a journal of ethnology which deals with themes of popular culture, both in Italy and internationally. The term 'folklore' in the title refers to the feature that, according to Ernesto De Martino, is shared by the cultures of the Western popular classes and the popular and primitive cultures of the Third World: namely, that they have developed in conditions of economic and political subordination.

L'Ethnographie/création, pratiques, publics

<http://www.lekti-ecriture.com/editeurs/-Revue-L-Ethnographie-creation-.html>

Editor: Jean-Marie Pradier (University of Paris VIII, Saint-Denis Cedex (F))

Language: French

Founded in 1859 by the Société d'Ethnographie de Paris, *Ethnographie* is the oldest French journal in publication.

Le Journal de la Vieille France

<http://www.encyclopedie.info/>

Editor: Paul Armand (F)

Language: French

It publishes the popular traditions, ethnography, folklore, history, and arts of France and the Francophone countries.

Qualitative Research

<http://www.sagepub.com/journalsProdDesc.nav?prodId=Journal201501>

Editor: Paul Atkinson and Sara Delamont (both at University of Cardiff, UK)

Language: English

It publishes methodological articles and reflections about ethnographic research.

Qualitative Inquiry

<http://www.sagepub.com/journalsProdDesc.nav?prodId=Journal200797>

Editors: Norman K. Denzin (University of Illinois, Urbana-Champaign, USA) and Yvonna Lincoln (Texas A&M University, USA)

Language: English

It publishes methodological articles and reflections about ethnographic research, mainly in a post-modern perspective.

Qualitative Sociology

<http://www.springer.com/social+sciences/sociology/journal/11133>

Editor: Javier Auyero (State University of New York at Stony Brook, USA)

Language: English

It is dedicated to the qualitative interpretation and analysis of social life. The journal offers both theoretical and analytical research, and publishes manuscripts based on research methods such as interviewing, participant observation, ethnography, historical analysis, content analysis and others which do not rely primarily on numerical data.

Qualitative Sociology Review

www.qualitativesociologyreview.org

Editor: Krzysztof Tomasz Konecki (Lodz University (PL))

Language: English and Polish

It publishes empirical, theoretical and methodological articles applicable to all fields and specialisations within sociology, with a particular empathy to ethnography and qualitative research.

Terrain

<http://terrain.revues.org/index.html>

Editor: Isabelle Balsamo (Ministère de la Culture, Paris, France)

Language: French

It is a French ethnology journal focused on Europe.

The Grounded Theory Review

<http://www.groundedtheoryreview.com/>

Editor: Judith A. Holton, Halifax, Nova Scotia (Canada)

Language: English

GTR serves as a forum for global networking among grounded theory researchers.

2. Newsletters and Newsgroups

Newsletters are a highly flexible and rapid means of communication. They can be used to announce conferences, events, seminars, calls, and so on, to thousands of people in a few seconds. A number of them exist in the field of ethnography.

Newsgroups on the most disparate subjects arise spontaneously on the Internet. They are also called Usenet newsgroups, because the posts or articles sent to a newsgroup travel the world through this Internet sub-network.

Ethno/CA News

<http://www.paultenhave.nl/EMCA.htm>

Editor: Paul ten Have (formerly in the Department of Sociology, University of Amsterdam)

Language: English

This is an online newsletter which covers ethnomethodology and conversation analysis. It is a medium for the exchange of information concerning publications, conferences and other items relevant to ethnomethodology and conversation analysis amongst those who work in the field or have a strong interest in it. A number of bibliographies are available, alongside news of people working in the field and conferences. A list of links to relevant resources is also provided.

FOSAP Newsletter

<http://aaanet.org/sections/gad/fosap/newslet/fosapnlspring97.htm>

Bulletin of the Federation of Small Anthropology Programs.

Harvard University

<http://wjh-www.harvard.edu/soc-sci/soc/news-soc.html>

A comprehensive listing of the psychology, sociology and social anthropology relevant newsgroups at the Harvard University.

Institutional Ethnography Newsletter

<http://www.sssp1.org/index.cfm/m/21/pageId/296>

Editor: Paul Luken (Department of Sociology and Criminology, University of West Georgia, Carrollton, GA, USA)

Language: English

Institutional Ethnography Division of the Society for the Study of Social Problems.

Newsletter of Visualanthropology.net

http://www.visualanthropology.net/sub_news.php

Editor: Ethnodoc

Language: English and Italian

The newsletter is managed by the Italian cultural association Ethnodoc (<http://www.ethnodoc.org/>) and informs about events concerning visual anthropology at international level (festivals, conferences, workshops), new publications (books and journals) and recent video productions.

www.etnografia.it

Editor: Alessandra Guigoni, University of Cagliari (IT)

Language: Italian and English

A monthly online newsletter dedicated to ethnography and anthropological research, it provides links, articles and bibliographies on the demo-ethno-anthropological disciplines. To enrol, one need only write one's email address in the form on the site's home page.

3. Online For a and Mailing Lists

Fora are places not only for discussion and the exchange of opinions, but also for mobilisation of opinion on particular issues. In addition, if you want to keep abreast of developments and to receive information, subscribe to a mailing list. Mailing lists often provide a good forum for discussion and getting answers to questions you may have. However, some mailing lists may fill up your inbox faster than you can read mail. When you subscribe to a mailing list, you will get a message with information on how to unsubscribe yourself from the list. Keep this message – you may need it!

Cultural Anthropology

<http://www.culanth.org/?q=forum/30>

This is an ethnography discussion list which publishes ethnographic writing informed by a wide array of theoretical perspectives, innovative in form and content, and focused on both traditional and emerging topics. It also welcomes essays concerned with theoretical issues, with ethnographic methods and research design in historical perspective, and with ways cultural analysis can address broader public audiences and interests.

ETHNO

To subscribe to the list, contact at: comserve@vm.its.rpi.edu:

ETHNOHIS: Ethnology and History

To subscribe to the list, contact at: listserv@hearn.bitnet

The Grounded Theory

<http://www.groundedtheory.com/forumintro1.html>

Forum for discussion on Grounded Theory.

NATCHAT: Indigenous Peoples

To subscribe to the list, contact at: listserv@tamvm1.tamu.edu:

QUAL-RESEARCH mailing list archive

<http://www.jiscmail.ac.uk/lists/qual-research.html>

Website of the QUAL-RESEARCH mailing list, one of thousands of electronic discussion lists provided by JISCmail (formerly Mailbase) for the UK higher education community. This email discussion group focuses on methodological, theoretical and practical aspects of qualitative research.

Sociological and Ethnographic Research of Cyberspace

<http://www.cybersociology.com/>

The Cybersociology Email List is an excellent source of information about upcoming conferences and events on the following topics: online communities, cyberstudies, cyberculture, digital art and design, media studies, communication studies, sociology of technology, internet studies and the emerging digital creative industry.

The National Academic Mailing List Service

<http://www.jiscmail.ac.uk/>

The National Academic Mailing List Service, known as 'JISCmail', is one of a number of JANET services provided by UKERNA and funded by the JISC to benefit learning, teaching and research communities. The Science and Technology Facilities Council currently operates and develops the JISCmail service on behalf of JANET(UK) <http://www.mavin.net/>

4. Search Engines

Search engines help retrieve information often difficult to find.

The Anthropological Index Online (AIO)

<http://aio.anthropology.org.uk/aio/AIO.html>

AIO is based on the journal holdings of The Anthropology Library at the The British Museum (formerly Museum of Mankind) which receives periodicals in all branches of anthropology, from academic institutions and publishers around the world.

AnthroSource

<http://www.anthrosource.net/>

It is an online resource serving the research, teaching, and professional needs of anthropologists. Combining low-cost digital access to the AAA's peer-reviewed journals, newsletters and bulletins with high-level electronic content functionality.

AnthroSource aims to unite the breadth and diversity of anthropological scholarship in one online resource. Developed by the American Anthropological Association (AAA), it brings 100 years of anthropological material online to scholars and the public, including:

- Current issues for 15 of the AAA's most critical peer-reviewed publications, including *American Anthropologist*, *American Ethnologist*, *Anthropology and Education Quarterly*, and *Medical Anthropology Quarterly*.
- An electronic archive of all AAA journals.
- Seamless access to archival content housed at JSTOR for key AAA publications including *American Anthropologist* (for AAA members and subscribing institutions).

Ethnobase

<http://www.lse.ac.uk/collections/ethnobase/>

It is a web resource for ethnographic approaches to studying Information and Communication Technologies (ICT). The site is based at the London School of Economics, Department of Sociology, and aims to network the growing ranks of ICT ethnographers, increasing communication and awareness of our work.

Intute: Anthropology and Social Sciences

<http://www.intute.ac.uk/socialsciences/cgi-bin/browse.pl?id=120028>

This provides web resources for education and research for social sciences, including law, business, hospitality, sport and tourism. It offers an easy to use and powerful tool for discovering the best Internet resources in this important range of subjects. The service has been created by a network of UK universities and partners. Subject specialists select and evaluate the websites in the database and write high quality descriptions of the resources. The database contains more than 123,300 records.

5. Archives and Thematic Portals

Archives of qualitative materials are increasingly common. Resources of this kind were once unthinkable: in fact, the databases that used to exist were almost entirely made up of quantitative data. The gap is now being filled in many countries (for a survey of the main archives in Europe, useful for secondary analysis of qualitative data, see Heaton, J. (2007). Secondary analysis of qualitative data. In P. Alasuutari, J. Brannen and L. Bickman (Eds.), *The Sage handbook of social research methods* (pp. 506–519). London: Sage.

A thematic portal is a website which comprises numerous other sites and serves as a gateway to the Internet. Besides 'general' portals (called 'search engines') there are thematic portals which cater to the needs of visitors interested in a certain topic or belonging to a particular community.

Anthropology Biography Web

<http://www.mnsu.edu/emuseum/information/biography/>

This is a biography web developed by anthropology students at Minnesota State University, Mankato, as part of their EMuseum. It furnishes brief descriptions of

anthropologists and other scientists who have directly influenced the discipline of anthropology and ethnographic methodology.

Archives of African American Music and Culture

<http://www.indiana.edu/~aaamc/>

Established in 1991, AAAMC is a repository of materials covering a range of African American musical idioms and cultural expressions from the post-World War II era. Collections include audio and video recordings, photographs, original scores, and oral histories, among other artefacts and ephemera related to popular, religious, and art musics, and black radio, highlighting popular, religious, and classical music, with genres ranging from blues and gospel to R&B and contemporary hip hop.

Cybersoc: Sociological and Ethnographic Research of Cyberspace

<http://www.cybersoc.com/>

Cybersoc is devoted to sociological and ethnographic research on the Internet, and the forms of communication and community that exist in cyberspace. It is the creation of Robin Hamman, who is affiliated with the Hyper-media Research Centre at the University of Westminster, London. The site offers a selection of papers, a resources page, which includes bibliographies, site reviews and software downloads. It is also home to the Cybersociology online magazine, a mailing list and a chat room.

Ethnologue: Languages of the World

<http://www.ethnologue.com/web.asp>

Database cataloguing the language codes, names and languages of cultures around the world. Created in 1951, this is an encyclopaedic reference work cataloguing all of the world's 6912 known living languages.

eHRAF Collection of Ethnography

<http://www.yale.edu/hraf/collections.htm>

For each culture or ethnic group, the collection contains a variety of source documents (books, articles, and dissertations) indexed and organised according to HRAF's comprehensive culture and subject classification systems: the *Outline of World Cultures (OWC)*, and the *Outline of Cultural Materials (OCM)*. These retrieval systems extend search capability well beyond keyword searching, thus allowing precise culture and subject retrieval, even in a foreign language. The Development and Applications of the HRAF Collections provides an extended overview of these resources. As a multicultural database, eHRAF appeals to many academic disciplines in the social sciences, humanities, medicine, and any other area with an interest in cultural diversity.

Ethnographic Database Project

<http://www.ucl.ac.uk/~ucsalfo/EDP/Welcome.html>

EDP is a web-based interface for the collection of comparative ethnographic data, which are used in cross-cultural analyses of human culture and behaviour. The *EDP* allows anthropologists to enter data from their field research in a standardised format. The *EDP* aims to complement existing ethnographic datasets by: (i) obtaining data directly from anthropologists who conduct field research in the societies of interest, (ii) using standard codes developed for cross-cultural application, (iii) expanding the range of societies for which coded ethnographic data are available.

Ethnographic Thesaurus

<http://et.afsnet.org/>

ET is a comprehensive controlled list of subject terms created to describe multi-format ethnographic research collections. The Thesaurus focuses on disciplines that use ethnographic methodology – the systematic description of traditional and creative expressive culture, specifically that which is gathered through participant observation and fieldwork. Since ethnography entails the study of human culture in all its many dimensions, the *ET* reflects the approaches, disciplines, and topics of this domain – from kinship, occupation, festival, magic, dance and ritual to bodily adornment, foodways, crafts, education and more. The *ET* serves the fields of folklore, ethnomusicology, cultural anthropology, oral history, ethnology, cultural geography, cultural linguistics and any other human sciences conducting ethnographic research.

How to Do Ethnographic Research: A Simplified Guide

<http://www.sas.upenn.edu/anthro/CPIA/methods.html>

The guide was authored by Barbara Hall and is intended to provide general, simplified information about how to conduct and write up the results of ethnographic research. The information falls into three general areas:

1. guidance through the steps necessary to plan and conduct an interesting and appropriate ethnographic term project, even in a class that does not devote much or any time to teaching ethnographic methodology,
2. help in making sense of what is learned through the research, both with regards to the field site in question and to anthropological theory, and
3. assistance in rendering both the research process and what was learned through it accessible to readers through established conventions for writing ethnographic research papers.

The pages are arranged in a loose order which can take users step-by-step through the research and writing process involved in ethnography.

Hypermedia and Qualitative Research

<http://www.cf.ac.uk/socsi/hyper/index.html>

This site contains information on ESRC funded projects on the use of hypermedia in ethnographic research. Some projects were on ‘The Production of Hypermedia Ethnography’, the ‘Ethnography for the Digital Age’, and the ‘Methodological Issues in Qualitative Data Sharing and Archiving’.

National Anthropological Archives and Human Studies Film Archives

<http://www.nmnh.si.edu/naa/index.htm>

These archives collect and preserve historical and contemporary anthropological materials that document the world’s cultures and the history of anthropology. The collections represent the four fields of anthropology – ethnology, linguistics, archaeology and physical anthropology – and include fieldnotes, journals, manuscripts, correspondence, photographs, maps, sound recordings, film and video created by Smithsonian anthropologists and other pre-eminent scholars. The collections include the Smithsonian’s earliest attempts to document North American Indian cultures (begun in 1846 under Secretary Joseph Henry) and the research reports and records of the Bureau of American Ethnology (1879–1964), the U.S. National Museum’s Divisions of Ethnology and Physical Anthropology, and the River Basin Surveys. Amongst the earliest ethnographic collections are the diaries of John Wesley Powell, which recount his exploration of the Colorado and study of the region’s Indians, and the pictographic histories of Plains Indians collected by U.S. military officers and BAE ethnographers. Other significant manuscript collections include the ethnographic and linguistic research of Franz Boas, Frances Densmore, Alice Cunningham Fletcher, Albert S. Gatschet, John Peabody Harrington and J.N.B. Hewitt as well as the expedition logs, photographs and film record produced on Matthew Stirling’s explorations in New Guinea (1926–1929). The archive’s holdings include nearly 635,000 ethnological and archaeological photographs (including some of the earliest images of indigenous people worldwide); 20,000 works of native art (mainly North American, Asian and Oceanic); 11,400 sound recordings; and more than 8 million feet of original film and video materials. The Smithsonian’s broad collection policy and support of anthropological research for over 150 years have made the NAA and HSFA unparalleled resources for scholars interested in the cultures of North America, Latin America, Oceania, Africa, Asia and Europe.

Resources in Ethnographic Studies

<http://www.loc.gov/folklife/index.html>

Site of the ‘Library of Congress’ – American Folklife Center (USA), which comprises information on studies in the fields of ethnography, anthropology, ethnic music, folklore and folklife. Numerous links connect to organisations, journals, scholarly programmes, etc. The collections of the American Folklife Center include Native American song and

dance; ancient English ballads; the tales of ‘Bruh Rabbit’, told in the Gullah dialect of the Georgia Sea Islands; the stories of ex-slaves, told while still vivid in the minds of those who endured one of the most harrowing periods of American history; an Appalachian fiddle tune that has been heard on concert stages around the world; a Cambodian wedding in Lowell, Massachusetts; a Saint Joseph’s Day Table tradition in Pueblo, Colorado; Balinese Gamelan music recorded shortly before the Second World War; documentation from the lives of cowboys, farmers, fishermen, coal miners, shop keepers, factory workers, quilt makers, professional and amateur musicians, and housewives from throughout the United States; first-hand accounts of community events from every state; and international collections from every region of the world.

Visualising Ethnography

http://www.lboro.ac.uk/departments/ss/visualising_ethnography/

Visualising Ethnography is a resource and gateway site for students and researchers using visual methods of research and representation in ethnographic projects. It has a range of links to existing online work in Visual Ethnography as well as publishing its own interviews with visual researchers and articles describing visual research projects.

Writing@CSU

<http://writing.colostate.edu/guides/research/observe/index.cfm>

This guide attempts to acknowledge the broad categories of qualitative observational research. First, qualitative observational research is broken down into its most common approaches, including types of this research method, themes that guide researchers’ study designs and other secondary approaches. Next, a Methods section introduces steps and methods used in qualitative observational research, employing multiple methods and computer software for this field of research. Then, a Commentary section includes some of the advantages and disadvantages to qualitative observational research, a look at the ongoing qualitative vs. quantitative discussion and some of the ethical considerations of this form of research.

6. Training and Research Centres

It is often difficult for students interested in ethnography to find specific and advanced courses on the methodology at their universities, or training centres specialised in the discipline. Some suggestions are as follows.

6.1 General

Center for Ethnography – University of California, Irvine, CA (USA)

<http://www.socsci.uci.edu/~ethnog/>

Established in 2006, it works to develop a series of sustained theoretical and methodological conversations about ethnographic research practices across the disciplines that

have a broadly transformative effect on ethnographic research methodologies and theoretical developments.

Institute of Social and Cultural Anthropology – University of Oxford (UK)

<http://www.isca.ox.ac.uk/index.html>

Research in ISCA is particularly broad based, including not only traditional ethnographic specialisms in social anthropology, but also thematic specialisms such as visual anthropology, material anthropology and museum ethnography, medical anthropology, and cognitive and evolutionary anthropology. The Institute's links with the Pitt Rivers Museum contribute a particular strength in material culture and the anthropology of representations.

Qualiti – Cardiff University (UK)

<http://www.cardiff.ac.uk/socsi/qualiti/index.html>

It does training and innovative developments in many social research methods and also ethnographic research. It was founded by Amanda Coffey, Paul Atkinson, Sara Delamont and other colleagues. It is part of the ESRC National Centre for Research Methods and is based at Cardiff University in the Cardiff School of Social Sciences. It aims to promoting a step change in the quality and range of methodological skills and techniques used by the UK social science community; and providing support for, and dissemination of, methodological innovation and excellence within the UK

The Center for Folklore and Ethnography – University of Pennsylvania, Philadelphia, PA (USA)

<http://www.sas.upenn.edu/folklore/center/index.html>

Established in 1999, the Center has a threefold mission to:

- foster an exchange of ideas amongst scholars, students and the general public;
- to initiate and coordinate practical programmes on both the graduate and undergraduate levels, both designing and implementing ethnographic fieldwork;
- to initiate conferences and seminars for its university community, and to host international symposia on larger themes of tradition, ethnicity, heritage and the cultural consequences of global developments.

The Grounded Theory Institute – Mill Valley, CA (USA) <http://www.groundedtheory.com/>

Directed by Barney G. Glaser, the Institute seeks to disseminate this extremely successful approach.

The Institute for Ethnographic Research

<http://www.gwu.edu/~anth/who/ifer.cfm>

IFER is a part of the George Washington University, housed in the Department of Anthropology, but includes scholars from other institutions. Its mission is to provide

support and resources for scholars and researchers working together on intellectual, ethical and practical issues in ethnographic theory and method. It publishes the journal *Anthropological Quarterly*.

The International Institute for Ethnomethodology and Conversation Analysis – Boston University, MA (USA)

<http://www.iiemca.org/>

Founded in 1989, it is a consortium of persons and institutions in North America, Europe and the United Kingdom dedicated to the advancement of theory and method in ethnomethodological and conversation analytic studies and to the development of research, instructional and other programmes, as well as conferences, symposia and lectures.

The Rutgers Graduate Program – New Brunswick, NJ (USA)

<http://anthro.rutgers.edu>

The Rutgers Graduate Program in Cultural Anthropology is at the forefront of research on some of today's most pressing issues. It emphasizes the blending of cultural analysis with the study of political economy to understand and theorize the global processes that have transformed the world, especially since the end of the Cold War. It has a central focus on human/environmental interaction and on the processes giving rise to historic and contemporary worldwide inequalities. It has one of the strongest feminist anthropology faculties in the country, many of whom are also members of the Graduate Faculty in Women's and Gender Studies. The cultural anthropology faculty has brought these concerns and approaches together into a new programme, Critical Interventions in Theory and Ethnography (CITE).

6.2 Urban Studies

Center for Urban Ethnography – UC Berkeley, CA (USA)

<http://cue.berkeley.edu/>

The centre promotes study of the territory through participant observation and ethnography. The main topics studied are race, poverty, inequality and violence. Studies are conducted at placements located throughout the world. It also facilitates intellectual exchange among students and faculty affiliated with similar research centres in other countries. Presently, there are formal agreements with centres in Brazil, France and Holland, but more are expected.

Center for Urban Ethnography – University of Pennsylvania, Philadelphia, PA (USA)

<http://www.gse.upenn.edu/cue/>

Founded in 1969, CUE now convenes the Ethnography in Education Research Forum, the largest annual meeting of qualitative researchers in education.

6.3 Everyday Life

Center for the Ethnography of Everyday Life – University of Michigan, Ann Arbor, MI (USA)

<http://ceel.psc.isr.umich.edu/>

The center promotes study of everyday life (work and family) in the United States, and particularly changes in the lives of the American middle class as indicators of deeper currents in meaning and motivation. It investigates how these connect to senses of relatedness, self, obligation and character. The center pursues various projects, on which working papers are available at <http://ceel.psc.isr.umich.edu/pubs/index.html>

Real Life Methods – Universities of Manchester and Leeds (UK)

<http://www.reallifemethods.ac.uk/>

Based at the universities of Manchester and Leeds (under the direction of Jennifer Mason), it was founded 1 October 2005. It carries out research into new research methods that aim to grasp the multidimensionality of ‘real lives’. RLM is a Node of the National Centre for Research Methods (NCRM), funded by the Economic and Social Research Council (ESRC) to improve the quality and range of methodological skills and techniques used by social scientists in the UK.

6.4 Visual Studies

Ethnodoc – Matera (IT)

<http://www.ethnodoc.org/>

It is a cultural association based in Matera, Italy. It provides services for people working in cultural heritage development and institutions (universities, research centres), with a special focus on the anthropology of visual communication, ethnographic film, ethnographic photography and digital pictures.

6.5 Technology

Centre for Human Computer Interaction Design – City University, London (UK)

<http://www-hcid.soi.city.ac.uk/>

The Centre for HCI Design researches the relationship between people and technology with the aim of creating more useful and easier to use systems.

INCITE – Incubator for Critical Inquiry into Technology and Ethnography –

Goldsmiths College, University of London (UK)

<http://www.studioincite.com/>

The mission of INCITE is to provide a creative interdisciplinary space for research projects which explore the sociocultural dimensions of technology use and design. Members of INCITE work on subjects such as the links between new media and landscape, technology as a means of sensing place and identifying community,

performativity and design, gender, sexuality and mobility, cultures of access and non-access, urban knowledge-making, Internet and digital subjectivities and material culture.

Institute for Software Research – University of California, Irvine, CA (USA)

<http://www.isr.uci.edu/research-open-source.html>

Its mission is to advance software and information technology through research partnerships. Ethnographic and virtual ethnographic research methods are employed in the field studies of open-source software development in communities that include those centred on Internet infrastructure, X-ray astronomy and deep-space imaging, networked computer games and academic software design research.

Interaction Design Center – Middlesex University, London (UK)

<http://www.cs.mdx.ac.uk/research/idc/>

Staff and students at the IDC carry out research into various aspects of human-computer interaction. They investigate how people manipulate and interact with computers and information, how individuals and teams use computers to control systems and processes, and how software should be designed and built to support the nature of such work.

Work, Interaction and Technology Research Group – King's College, London (UK)

<http://www.umds.ac.uk/schools/sspp/mgmt/research/wit/>

WIT is an interdisciplinary research group within the Department of Management at King's College London. The members of the group specialise in video-based field studies of social interaction and have particular interest in the ways in which tools and technologies feature in conduct and collaboration. These studies include projects concerned with complex organisational environments such as control centres, news rooms and operating theatres as well as more informal, public settings such as museums and galleries. Alongside their contribution to contemporary research and debates in the social sciences, many of these studies are also used to inform the design and deployment of advanced technologies.

6.6 Industrial Design¹

The following list pertains to design consultancies, companies dealing with consultancy and design of interactive artefacts (e.g. mobile, websites, software). Their research is based on different methods as well as ethnography. For instance, for positions as Interaction Designer or Human Factors Specialist an ethnographic background is mandatory. In this field ethnography is called 'Contextual Inquiry'. It is a quick-and-dirty ethnography, conducted in a few or even only one observational session. This technique allows the designer to understand the main features of user's activity.

Continuum – Boston, MA (USA)

<http://www.dcontinuum.com/content/index.php>

Continuum is a design and innovation consultancy. They are a group of design strategy, brand experience and product innovation experts. Their understanding of human behaviour helps us create design solutions that lead to profitable business innovation.

Electrolux – Stockholm (Sweden)

<http://www.electrolux.com/designlab/>

Swedish company which produces electrical and digital household appliances. It was the first company that introduced ethnography as support to design processes. Some refresher courses addressed to its engineers contemplate the description and implementation of ethnographic methodology.

IDEO – USA, UK, Germany, China, Korea, Japan

www.ideo.com

It helps organisations innovate through design.

Philips– Eindhoven (The Netherlands)

<http://www.design.philips.com/>

The mission and vision of this famous company is to create technologies that will lead to products for improving people's lives.

System concepts– London (UK)

<http://www.system-concepts.com/usability/>

The multidisciplinary team provides specialist consultancy, training and research services which deliver practical, cost-effective ergonomics, health and safety, human factors and usability solutions to their clients.

7. Market Research Companies

Marketing research was once almost entirely based on surveys. There then arrived in-depth interviews, and thereafter focus groups. Ethnography is now starting to be used in the sector, and it may spread widely in the future.

Applied Marketing Science – Waltham, MA (USA)

<http://www.ams-inc.com/products/ethnography.htm>

A consulting firm helping product development teams understand their customers' wants and needs for input into new product and service designs. This company uses ethnography – also sometimes referred to as 'the deep dive', 'customer site visits' or 'contextual inquiry' – in order to gain rich, new consumer insights, simply by watching customers in their natural habitat, as they use a particular product or service, or try to

complete certain tasks or achieve certain outcomes. AMS has extensive experience in conducting ethnographic research, encompassing a variety of consumer electronics, medical devices and other high-tech products.

Cheskin – Redwood Shores, New York and Seattle (USA)

<http://www.cheskin.com/index.php>

Founded 60 years ago by Louis Cheskin, this company is a thriving consultancy that guides innovation through a deep understanding of people, culture and change. Designers, researchers, anthropologists and marketers travel around the globe observing different cultures, studying new behaviour and listening to novel comments. This company is expert also in digital ethnography [see Masten, D. and Plowman, T.M. (2003). Digital ethnography: The next wave in understanding the consumer experience. *Design Management Journal*, 14(2), 75–81].

Conifer Research – Chicago (USA)

<http://www.coniferresearch.com>

The organisation delivers its experience in the conduct of ethnographic analysis on customer needs. The methods used are: observation, the interview, studies on the media in relation to a certain audience, the use of photographs and videos for the analysis of behaviours, documentary analysis, etc.

Context-Based Research Group – Baltimore, MD (USA)

<http://www.contextresearch.com>

The group conducts customer studies to furnish marketing experts and product designers with the information needed to build an appropriate strategy or a suitable product. Participants in the research are asked about their habits, feelings and emotions in relation to specific subjects or objects.

Diageo – London (UK)

<http://www.diageo.com>

This is a brand planning agency and a drinks business with a collection of beverage alcohol brands across spirits, wine and beer categories. It uses ethnography to understand new segments of the market in order to get closer to the reality of new consumers and their lives and specifically what and where they drink at home.

Envirosell – New York (USA), Milano (Italy), Sao Paulo (Brazil), Tokyo (Japan), Mexico, Bangalore (India), Moscow (Russia)

<http://www.envirosell.com>

Envirosell is a behavioural market research and consulting company. Its specialty is examining consumer shopping behaviour using a combination of observation, customer intercept interviews and in-store video recordings.

Ethnographic Solutions – New York (USA)

<http://www.ethnographic-solutions.com>

This is a market research and brand strategy consulting company which uses anthropological methods and perspectives to understand consumers better.

Ethnographic Insight – Bellingham, WA (USA)

<http://www.ethno-insight.com/ourservices.html>

Company constituted by anthropologists who apply anthropological models and methods to marketing research. They provide the client with a real-world understanding of consumer preferences, motivations and needs by examining the environments consumers inhabit and the socio-cultural influences on their behaviours. Such insights translate into strategic business opportunities, including improved customer loyalty and increased competitive advantage.

Happy Dog – London (UK)

<http://www.happydoggroup.com/>

A brand planning agency, *Happy Dog* conducts what it calls ‘download sessions’ with its observers – several days devoted to comparing notes, retelling anecdotes and sharing discoveries. From this kind of exchange it builds commercially relevant insights – identifying the sub-motivations, triggers and barriers from which clients can develop brands and products, how consumers might interact with brands or on certain occasions.

Innovation Focus – Lancaster, PA (USA)

http://www.innovationfocus.com/what_we_do/ethnography.asp

A consulting firm driven to get an in-depth understanding of the customer’s world, product usage and surrounding environment, it uses ethnography to discover and understand customers’ behaviour as well as articulated and unarticulated needs. It uncovers drivers and motivators to inform marketing, communications, advertising and product development.

In Vivo – St Quentin (France), Frankfurt am Main (Germany) and Milano (Italy)

<http://www.invivo-marketing.com>

Created in 1989 by two former marketing practitioners in advertising, IN VIVO is a brand planning agency founded on a central conviction: attitudes and statements made by interviewees do not accurately predict future buying behaviour. The company believes that in a general purchasing context characterised by a multiplicity of increasingly substitutable products offered, only studies based on behaviour analysis measured in a natural purchasing environment can lead to effective recommendations.

Iterion – Milano (Italy)

<http://www.iterion.it/>

Founded in 1977 by the Italian psychologists Fernando Dogana and Beniamino Stumpo, the company uses ethnographic methods (shadowing, mystery shopper, video-analysis, etc.) to understand consumers' culture and shopping experience.

Planning Solutions – (UK)

<http://www.userresearch.co.uk/projects/light-minds-limited/>

Ethnographic people-centred research consulting service creates new understanding and insight to help companies develop products, services and experiences which meet the needs of customers and consumers.

Point Forward – Redwood City, CA (USA)

<http://www.pointforward.com>

The organisation delivers innovation strategies based on customer insights. It uses ethnographic research to model customer culture and identify specific opportunities for new products and services. It covers nearly every industry from consumer electronics to consumer packaged goods and from healthcare to industrial uses.

Power Decision Group – San Francisco, CA (USA)

<http://www.powerdecisions.com/ethnography.cfm>

Focused on marketing strategy, as regards ethnography the company uses three techniques: (i) field observation of customer behaviour, (ii) video-recordings to grasp the main features of the product–consumer relationship and (iii) a diary kept by the consumer on his/her behaviour.

Practica Group – Chicago, IL (USA)

<http://www.practicagroup.com>

The group comprises six experienced professionals specialised in:

- brands and their communication (positioning, market segmentation, development and evaluation);
- anthropology, cultural analysis and ethnography (consumer needs analysis through observation, interviews, use of video materials, photographs);
- technological markets (product design, development and testing);
- business-to-business interviewing (modes of thinking and decision-making amongst managers and executives);
- worldwide research capabilities (knowledge of international markets);
- business cultures;
- semiotic analysis.

8. Interviews with Some Famous Ethnographers

Hearing an expert speak is an exciting event. Through the interview s/he introduces us to a world difficult to find in books and articles: that of direct experience. There are

numerous interviews with experienced ethnographers available on the Internet, although they are not always easy to find.

Howard S. Becker (b. 1928)

American sociologist, belonging to the School of Chicago tradition, who did research on deviance, school and arts.

- In October 19, 2000, he had a conversation with Silvia Gherardi (an Italian sociologist of organisation) and Giampietro Gobo, at the Department of Sociologia e Ricerca Sociale, University of Trento (IT): <http://www.soc.unitn.it/Download/Video/Becker.avi> <http://www.soc.unitn.it/Download/Video/Becker.divx>
- In January 2002, he was interviewed in Santa Barbara by the British sociologist Ken Plummer: <http://home.earthlink.net/~hsbecker/articles/plummer.html>
- In 2002, Becker was interviewed by the Italian sociologist Pier Paolo Giglioli: <http://www.pierpaologiglioli.it/web/uploads/Intervista%20con%20Becker.pdf>
- In October 20, 2004, Becker was interviewed by Hans Ulrich Obrist, Curator Musée d'Art Moderne de la Ville de Paris: <http://home.earthlink.net/~hsbecker/articles/obrist.html>
- In January 4, 2005, he was interviewed by Nancy Campbell, a sociologist of science: 'Interview' (with Nancy D. Campbell about my experiences in drug research). She interviewed also a large number of people who had been involved in research in drugs from the 1960s on. She has made many of these interviews available on line at the above site of the Substance abuse Research Center of the University of Michigan.

Colin Bell (1942–2003)

English anthropologist and sociologist, he was a well-know scholar in English community studies and rural societies. In the 1970s (with Howard Newby) he sponsored 'methodological pluralism'. The life story interview was conducted by Paul Thompson as part of the Pioneers of Social Research series which is held by Qualidata (UK Data Archive, University of Essex):

<http://www.informaworld.com/smpp/content~content=a791368984~db=all~order=page>

Aaron V. Cicourel (b. 1928)

American sociologist, specialising in sociolinguistics, medical communication, decision-making and child socialisation. During the summer of 2004 he was interviewed by German psychologists Andreas Witzel and Günter Mey: <http://www.qualitative-research.net/fqs-texte/3-04/04-3-41-e.htm>

Barney G. Glaser (b. 1930)

In this interview the inventor (together with Anselm Strauss) of the Grounded Theory explains 'What is Grounded Theory' and describes 'How is Grounded Theory Done'.

The interview was conducted by Andy Lowe (University of Strathclyde, UK) at the University of Stirling.

<http://www.groundedtheory.com/vidseries1.html>

Clifford G. Geertz (1923–2006)

An anthropologist of worldwide fame, he conducted numerous researches in South-East Asia and in North Africa. Fascinated by empirical contexts and by the great themes of social theory, Geertz brought about the so-called 'interpretative turn' which redirected attention to the social actor against the reductionism of positivist approaches. Geertz also represents an ideal bridge between the previously very distant anthropological and sociological approaches.

- The site <http://jac.gsu.edu/jac/11.2/Articles/geertz.htm> contains the transcription of an interview conducted by Gary A. Olson.
- The site <http://www.alanmacfarlane.com/ancestors/geertz.htm> contains a video interview conducted by Alan Macfarlane on 5 May 2004.

Martin Sanchez-Jankowski

A political scientist and economist, he directs the Center for Urban at UC Berkeley. His research has focused on inequality in advanced and developing societies with a particular interest in the sociology of poverty, urban gangs, etc. His current field research includes the study of education among the poor, and economic behaviour amongst indigenous people in Fiji. The interview was conducted by Will Rountree, Jiannbin Shiao, Lisa Smiley and Lisa Chavez in October 1991:

http://sociology.berkeley.edu/facultylive/movies/Martin_Sanchez-Jankowski.wmv

Edwin M. Lemert (1912–1996)

An American sociologist and anthropologist known for his theoretical writings on labelling theory, he did extensive field research in a number of diverse areas including juvenile justice, check forgery, alcohol use and mental disorders. The interview was conducted by John Laub, in March 16, 1979: <http://www.sonoma.edu/ccjs/info/emlj.html>

Melvin Pollner (1940–2007)

He was a first generation ethnomethodologist. His primary research interests were the sociology of mental illness, self and identity, ethnomethodology, and, recently, economic sociology. His work in these areas included studies of psychiatric emergency teams, the construction of reality in families, the impact of religious beliefs on psychological well-being and narrative practices in Alcoholics Anonymous. He also studied the social construction of stock market bubbles, reasoning in legal contexts, the

dynamics of researcher/researched relationships and composed a variety of ethnomethodological studies and writings. See

<http://www.melpollner.com/second-memorial.php> and <http://www.melpollner.com/eulogies.php>

Margaret Stacey (1922–2004)

English sociologist and well-know scholar in English community studies and rural societies. The life story interview was conducted by Paul Thompson as part of the Pioneers of Social Research series which is held by Qualidata (UK Data Archive, University of Essex):

<http://www.informaworld.com/smpp/content~content=a791368712~db=all~order=page>

Anselm L. Strauss (1916–1996)

In an interview from 1994 conducted by German psychologists Heiner Legewie and Barbara Schervier-Legewie, the American sociologist describes his intellectual biography, influenced by American pragmatism, and his development as well as his influence on interactionist sociology from 1940s to 1990s. Some of the central points include the development of the methodology of grounded theory, his research in the sociology of work, organisation and health and his theory of action. In conclusion, in his personal life balance, his emancipatory engagement as an American liberal and his passion for the exploration of existential challenges of human being like dying, ‘madness’, and chronic suffering are highlighted. In the appendix the interview is completed by a memo of Anselm’s work as a research supervisor and by the original sound track of the interview, which in comparison to the published version is much more detailed:

<http://www.qualitative-research.net/fqs-texte/3-04/04-3-22-e.htm>

David N. Sudnow (1939–2007)

An American sociologist who was a first generation ethnomethodologist. He wrote the first book on the care of the dying (*Passing On: The Social Organization of Dying*), the first detailed account of how human hands learn a piano keyboard (*Ways of the Hand*), the first study of the skills of video gaming (*Pilgrim in the Micro World*). Finally, he invented a popular (jazz standards) piano course. For a self-interview: <http://www.sudnow.com/thestore.html>

For some video materials: http://www.sudnow.com/piano_lesson_player.php

***Michael Young (1915–2002)*, Baron Young of Dartington**

A British sociologist, social activist and politician. With Peter Willmott, he wrote the ground-breaking study, *Family and Kinship in East London* (known affectionately by sociologists as *Fakinel* – invariably pronounced with a cockney accent). He was

interviewed by Paul Thompson: <http://www.informaworld.com/smpp/content~content=a713766030~db=all~order=page>

William Morgan Williams (b. 1926)

An English anthropologist and sociologist, he is a well-known scholar in English community studies and rural societies. The life story interview was conducted by Paul Thompson as part of the Pioneers of Social Research series which is held by Qualidata (UK Data Archive, University of Essex): <http://www.informaworld.com/smpp/content~content=a791368902~db=all~order=page>

9. Software

Dozens of computer programs for the analysis of textual materials (mainly documents and interviews) have been available for some time. However, only few of them are suitable for ethnographic analysis.

ATLAS.TI (<http://www.ATLAsTi.de>)

Ethno (<http://www.indiana.edu/~socpsy/ESA/>)

ETHNOGRAPH (<http://www.QualisResearch.com>)

HyperRESEARCH (<http://www.researchware.com>)

QSR NVIVO (<http://www.qsr.com.au>)

Note

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